



Childhood Obesity

Presented by:

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Thanks to our Sponsors:

- School of Public Health, University at Albany
- NYS Department of Health
- NYS Community Health Partnership

Special Thanks to

- NYS Association of County Health Officials
- NYS Nurses Association

Viewer Call-In June 17, 2004

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Evaluations

**Complete your evaluation and
post-test online at:**

[www.albany.edu/sph/coned/t2b2obesity.
html](http://www.albany.edu/sph/coned/t2b2obesity.html)

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www.albany.edu/sph/coned/t2b2.html

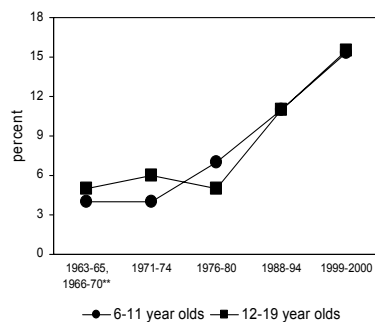
CSPI

Center for
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in the Public
Interest

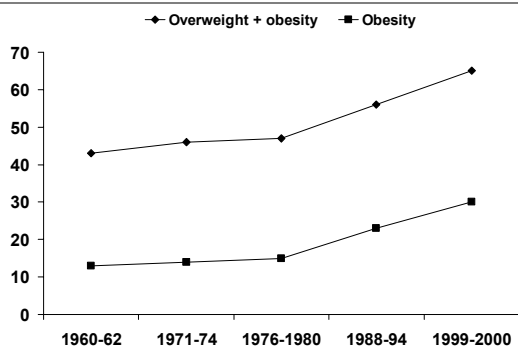
Publisher of *Nutrition Action Healthletter*

www.cspinet.org/nutritionpolicy

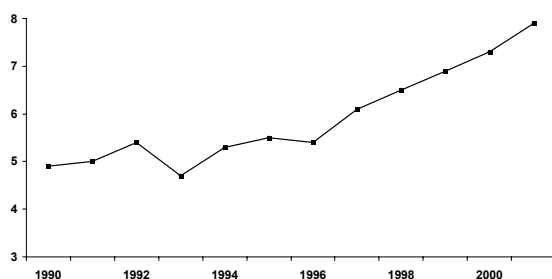
Obesity in Children



Overweight and Obesity (percent of adults)



Diabetes Prevalence (percent of adults)



Leading Causes of Death

1. Heart Disease	709,894
2. Cancer	551,833
3. Stroke	166,028
4. Chronic Lower Respiratory	123,550
5. Accidents	93,592
6. Diabetes	68,662
7. Pneumonia and Influenza	67,024

Leading Causes of Death

8. Alzheimer's Disease	49,044
9. Nephritis	37,672
10. Septicemia	31,613
11. Suicide	28,332
12. Chronic Liver Dis./Cirrhosis	26,219
13. High Blood Pressure	17,964
14. Pneumonitis	16,659
15. Homicide	16,137

Number of Americans Living with Diet- and Inactivity-Related Diseases

Overweight/obese	113,360,000
High blood pressure	50,000,000
High cholesterol	39,400,000
Diabetes	15,700,000

Number of Americans Living with Diet- and Inactivity-Related Diseases

Coronary heart disease	12,600,000
Osteoporosis	10,000,000
Cancer	8,900,000
Stroke	4,600,000

Diet- and Inactivity-Related Diseases Are Expensive

Cancer	\$180 billion
Coronary heart disease	\$112 billion
Obesity	\$117 billion
Diabetes	\$98 billion
Stroke	\$49 billion
Osteoporosis	\$14 billion

Economic Costs

- Costs to families: ave. person with diabetes spends \$2,500 a year at drug store
- Costs to businesses: employers pay an average of \$4,410 more per year for employees with diabetes than for beneficiaries who don't have diabetes

Economic Costs

- Obesity increases health care costs 36% and medication costs 77% (v. 20% and 30% increase for past or current smoking)

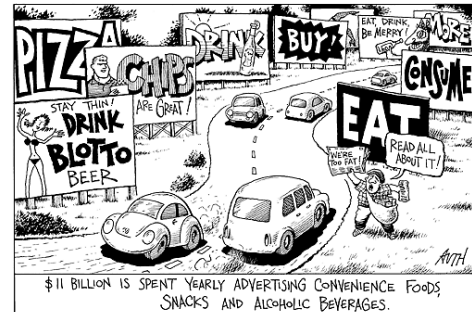
Medicare & Federal Medicaid Costs, 2000

Heart Disease	\$43 billion
Cancer	\$19 billion
Diabetes	\$15 billion
Stroke	\$7 billion

Healthy eating and activity could save \$145 billion/year

Healthy eating and activity
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It Takes More Than Willpower



By Tony Auth, The Philadelphia Inquirer

Advertising By Food Manufacturers

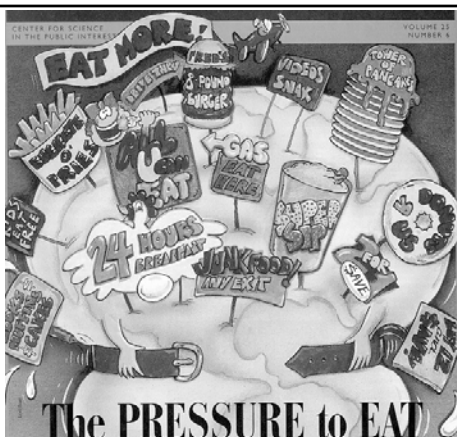
Food promotions = \$26 billion

5 A Day = \$3.5 million

Product Category	Advertising Expenditures	
	\$ million	Share
Prepared, convenience foods	1563	22.1
Confectionary and snacks	1095	15.5
Alcoholic beverages	1082	15.3
Soft drinks and bottled water	702	9.9

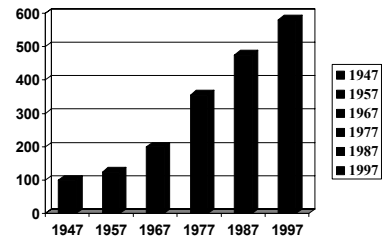
Product Category Advertising Expenditures

	\$ million	Share
Soft drinks and bottled water	702	9.9
Cooking products and seasoning	675	9.5
Beverages	625	8.8
Dairy products and substitutes	505	7.1
Bakery goods	408	5.8
Meat, poultry, and fish	210	3.0
Fruits/veggies, grains, and beans	159	2.2
General promotions	50	0.7
Total	7,074	100.0





Soft Drink Consumption, 1947-1997



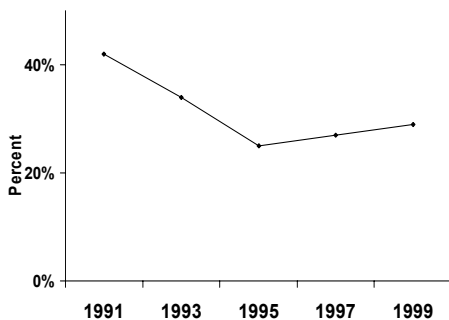
Activity Engineered Out of Daily Life



Mean Streets 2002

Photo by Fred Kent of Project for Public Spaces (www.pps.org)

High School Students Attending Daily Physical Education Classes



Trips to School

	<u>5-9 yrs</u>	<u>10-15 yrs</u>
Car	53%	44%
School bus	30%	36%
Walk	11%	12%

U.S. Dept. of Transportation, 1995 Nationwide Personal Transportation Survey



It Takes More Than Willpower

Education + Policy +
Environmental change =
Healthier eating and active living

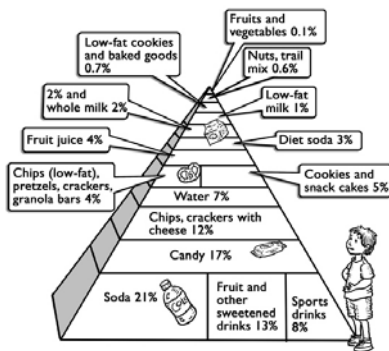


Schools with Vending Machines or School Store

- 43% of elementary schools
- 74% of middle/junior high schools
- 98% of senior high

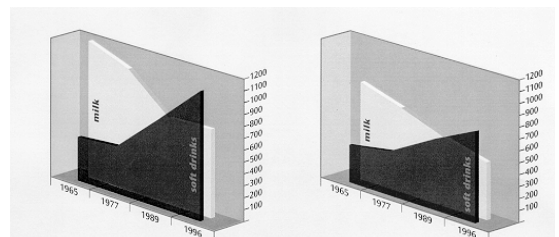


Source: CDC, School Health Policies and Programs Study 2000



School Vending Machine Pyramid
www.cspinet.org

Children Drinking More Soda and Less Milk



Source: Shenkin J, Heller K, Warren J, Marshall T. "Soft Drink Consumption and Caries Risk in Children and Adolescents." *General Dentistry* 2003, vol. 51, pp. 30-36.

Tooth Decay in Youth



Soft Drinks and Health

- Dental caries and tooth erosion
- Displace low-fat milk and juice
- More soft drinks – more calories
(extra 190 cal/day for kids)

Soft Drinks and Health

- 60% more likely to be obese with each additional soft drink/day
- Calorie compensation for beverages less precise than for foods

Healthy Competitive Foods Don't Have to Mean Less Revenue

- Aptos Middle School (CA)
- Folsom Cordova Unified School District (CA)
- Monroe High School (CA)
- Venice High School (CA)
- Vista High School (CA)
- Fayette County Public Schools (KY)

Healthy Competitive Foods Don't Have to Mean Less Revenue

- Old Orchard Beach Schools (ME)
- School Union 106 (ME)
- Shrewsbury School District (MA)
- North Community High School (MN)
- Macomb School District (MS)
- Whitefish Middle School (MT)
- Sayre Middle School (PA)
- South Philadelphia High School (PA)



Milk in Schools

- Milk = largest source of sat fat in children's diets
- Heart disease begins in childhood
- 2/3 = high fat



Milk Vending

Chocolate Milk	Calories	Sat Fat
Swerve	140	0
Hershey's fat free	280	0
Nesquick low fat	310	3
Hershey's red. fat	350	5
Raging Cow	290	6
Nesquick	400	6
Slammers	430	7
Hershey's milkshake	480	8
Coke	250	0



Supporting Healthy Eating and Physical Activity in Schools

- Implement nutrition standards for competitive foods
- Promote and provide fruits and veggies
- Promote and serve 1% and fat-free milk

Supporting Healthy Eating and Physical Activity in Schools

- Strengthen nutrition education
- Increase activity via PE, recess, and after-school programs
- Create Safe Routes to School

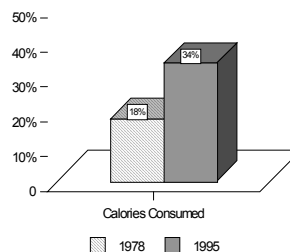
School Foods Tool Kit



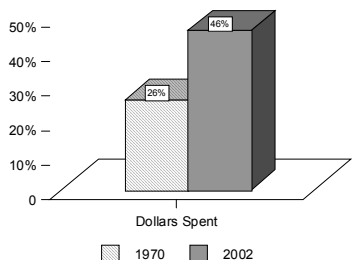
www.cspinet.org/schoolfoods

SANDWICHES		
HAMBURGER	280 Cal	.89
CHEESEBURGER	330 Cal	.99
FILET-O-FISH®	470 Cal	1.99
CRISPY CHICKEN	550 Cal	2.79
QUARTER POUNDER®	430 Cal	2.29
BIG N' TASTY®	540 Cal	2.29
BIG MAC®	590 Cal	2.39
CHICKEN McGRILL®	450 Cal	2.89
DOUBLE QUARTER POUNDER®	760 Cal	2.99

Consumption of Away-from-Home Foods Has Doubled



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Restaurant Foods

<u>Appetizers</u>	<u>Calories</u>	<u>Sat+Trans Fat (g)</u>
Buffalo Wings (12) w/ Dressing	1,010	22
Stuffed Potato Skins (8)	1,120	40
Cheese Fries (4 c) w/ Dressing	3,010	91
<u>Entrees</u>		
French Toast w/ Syrup & Margarine	910	13
Schlotsky's Chicken Breast Sandwich		
Light & Flavorful (Large)	1,010	4
Spaghetti with Meatballs (3½ c)	1,160	10

Restaurant Foods

<u>Meals</u>	<u>Calories</u>	<u>Sat+Tran fat(g)</u>
Grand Slam-Type Bfast Platter	1,010	19
Fried Seafood Platter	2,170	39
BK Double Whopper w/ Cheese		
King Size Value Meal	2,180	48
<u>Sweets</u>		
Cinnabon (1)	670	14
Fudge Brownie Sundae	1,130	30
Cheesecake Factory Carrot (1 sl)	1,560	23

Nutritional Quality of Restaurant Foods Vary Widely

<u>Deli Sandwich</u>	<u>Calories</u>	<u>Sat Fat (g)</u>
Roast Beef with Mustard	460	4
Tuna Salad	720	8
<u>Dinner House Side Dishes</u>		
Vegetable of the Day	60	1
Baked Potato w/ Sour Cream	310	2
French Fries	590	12

Nutritional Quality of Restaurant Foods Vary Widely

Starbucks	Calories	Sat Fat (g)
Caffe Latte w/ Skim Milk, Grande	160	1
Caffe Latte w/ Whole Milk, Grande	270	9
Caffe Mocha w/ Whole Milk & Whipped Cream, Grande	420	13
Caffe Mocha w/ Whole Milk & Whipped Cream, Venti	530	16



Anyone's Guess

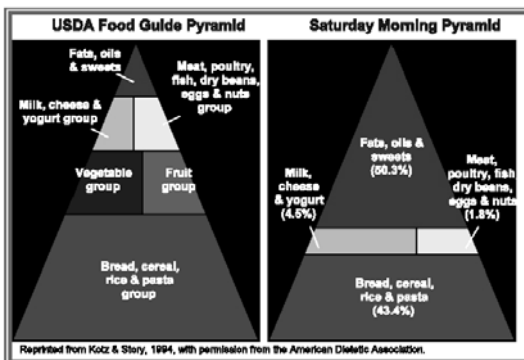
The Need for Nutrition Labeling at Fast-Food and Other Chain Restaurants

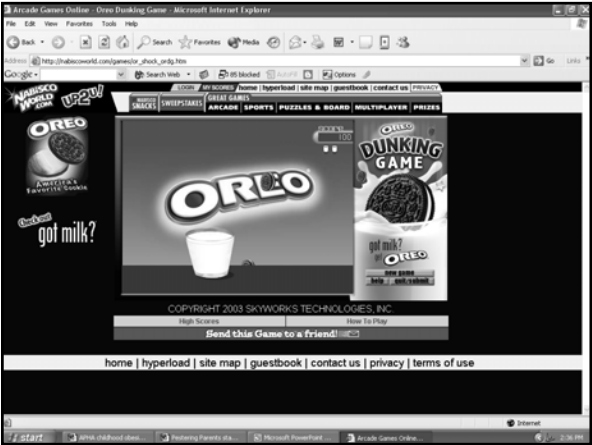
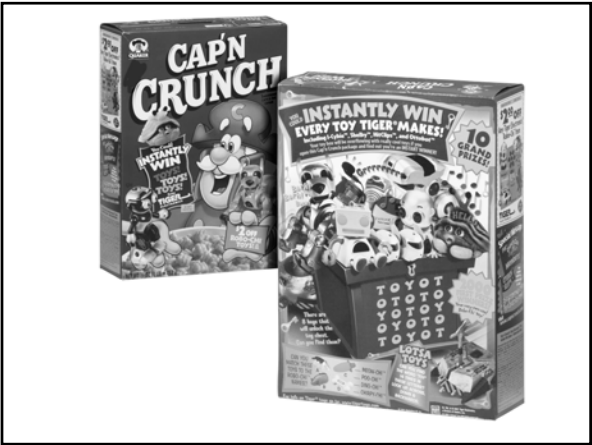


www.cspinet.org

Food Marketing Undermines Parents Ability to Feed Children Well

- Marketing to children doubled
- 4 out of 5 ads = sugary cereals, snack foods, candy, soft drinks, and fast food
- Advertising influences food preference, choices, & purchase requests
- Kids misled by and don't understand advertising







Limit Marketing of Low-Nutrition Foods to Children

- Prohibit marketing of low-nutrition foods to children
 - Develop nutrition standards for foods that can be marketed to children

Limit Marketing of Low-Nutrition Foods to Children

- Conduct marketing campaigns to promote healthy eating and activity
- Urge fast-food restaurants, food manufacturers, TV stations to follow guidelines for responsible food marketing aimed at children
- Legal action



Pestering Parents:

How Food Companies Market Obesity to Children



www.cspinet.org/pesteringparents



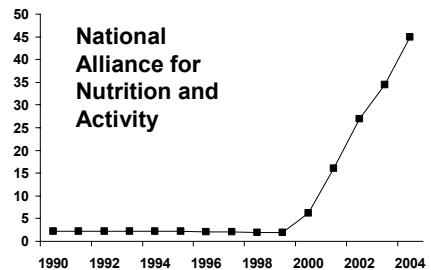
Photo courtesy of Dan Riden, Walkable Communities



Transportation Policy

- Support transit (85% walk to/from bus/train)
- Build/maintain sidewalks, bike lanes, walking trails
- Require routine accommodations for biking and walking
- Consider health in planning projects
- Safe routes to school

CDC Funding for Nutrition and Physical Activity (in millions)



Soft Drink Taxes

- Current funding for nutrition and physical activity is inadequate
- 1¢/12 oz. soft drink = \$1.5 billion per year nationally (NY tax= \$200 M)
- 17 states and Chicago have taxes
- Some state soda taxes are earmarked



Public policy can make it easier for Americans to eat well and be active

- Eating well and being physically active takes more than just willpower. We need programs and policies that make healthy food more available, that disclose the calorie content of restaurant foods, and that teach people how to make healthy eating easier. There are existing nutrition policies and programs, like Nutrition Facts labels on packaged foods, nutrition standards for school lunches, and regulation of food additives. But more needs to be done to help people who want to eat well and prevent diet-related disease.

www.cspinet.org/nutritionpolicy

- **Why Policy:**
Why nutrition policy is important
- **Policy Options:**
Policies and programs to promote nutrition and physical activity
- **Get Involved:**
- **What you can do:**
Find Out More: Why its hard to eat well and be active in America today
- **The National Alliance for Nutrition and Activity:** Learn more about how to eat well

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